2 sheet

1 I 1	New York	
	2 sheet commuter rail	50983
	2 sheet subway ethnic	9832.62
	2 sheet subway	56108.76
	2 sheet subway ethnic	9832.62
	Total w/o ethnic	107,091.76
	Total w/ethnic	126,757.00
2A0	Philadelphia	
	2 sheet comm.-rail	6815
	2 sheet platform	5973
		12,788
2C0	Baltimore - Washington	
	Baltimore - 2-sheet platform	5974.00
	Washington — ∅	5974.00
460	Chicago	
	2 sheet platforms	6639.00
	2 sheet - commuter Rail	4848
		11487
7H0	San Francisco	
	2 sheet platforms (Bart)	4823.35
	2 sheet Subway Eth (Span.)	657.25
	Total w/o ethnic	$4823.35
	Total w/ethnic	$5480.60

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Source: https://www.industrydocuments.ucsf.edu/docs/zyvn0004

Kay

	$000	Expend. in 42 key TAs
85's Pool	$1,529	999.3
100's Pool	997	607.3
T+S	41	16.2
Resort	31	28.1
Commuter Clocks	125	115.8
Directional Clocks	12	10.8
Tapitops	145	139.6
2 Sheet Subway	91	56.1
2 Sheet Commuter	88	86.1
	145.1	142.1
Convenience Store	322	40.5

~~Wall Posters~~

Dioramas
Wall Posters
Paint

Source: https://www.industrydocuments.ucsf.edu/docs/zyvn0004

64 markets

Total Marlboro $1501.1

Lights - 226.3 (15%)
Reds - 1274.8 (85%)

Total point per mo - $1691.8 (+10% = 1861.)

64 mkts = 88.7 % of total

Total projected ~~M~~ budget/yr. $8,000.0

88.7% x $8,000.0 - 7,096.0 - 64 mkts

Lights 64 mkts - 92.5% of total Lights
Reds 64 mkts - 88.1% of total Reds

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Source: https://www.industrydocuments.ucsf.edu/docs/zyvn0004